



ARKANSAS

Inspiration and Collaboration Result in a Sun SMART Program

The Donald W. Reynolds Cancer Support House in Fort Smith, Arkansas, provides free nonmedical support programs and services to cancer patients and their families, and educational programs to the community. When staff members read the Arkansas Cancer Plan, they were alarmed to learn that new cases of melanoma, the deadliest kind of skin cancer, rose 53% between 1997 and 2007 in Arkansas. The Support House staff decided to help Arkansans protect themselves from skin cancer and created the Sun SMART program.

In a memorable way, the Sun SMART program helps people prevent skin cancer. SMART is an acronym for:

- **S**lip on a hat or T-shirt.
- **M**ove to the shade.
- **A**pply sunscreen with an SPF of at least 30.
- **R**eapply sunscreen every few hours.
- **T**ell your friends to be Sun SMART.

The Support House staff developed a campaign for the Sun SMART program, recruited partners to help get the message out, and found support including grants and sponsorships. This summer, the program will reach more than 5,000 kids with the Sun SMART message and provide lifeguard training, adult education, free skin cancer screenings, and gallons of sunscreen to swimmers at the city pool.

CONTACT

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■ <http://www.healthy.arkansas.gov/programsServices/chronicDisease/ComprehensiveCancerControl/Pages/default.aspx>

Fort Smith Parks Department

Support House is located across the street from the beautiful Creekmore Park so, from the beginning, staff knew it would be a perfect place to kick off the Sun SMART program. Kids were invited to the park where they watched Scudder the Amazing Frisbee Dog doing tricks and received gifts, frozen fruit treats, sunscreen samples,

and Sun SMART education. They made crafts from UV beads that change color in the sun, and their fingernails were painted with UV polish. Now each summer, volunteers continue to get out the Sun SMART message at the park and the Sun SMART program keeps a sunscreen dispenser filled at the park's pool so swimmers will have access to sunscreen.

Fort Smith Public Library

At the Fort Smith Library, the 1,500 kids that participated in the summer reading program received a Sun SMART information card, sunscreen, and an invitation to join a Sun SMART story time. Each story time featured summer fun books, the Sun SMART message, a UV bead craft, and a snack.



The Arkansas Cancer Plan at Work

Managed by the Arkansas Cancer Coalition, the Arkansas Cancer Plan shows what can be done for cancer prevention, detection, and care. The Sun SMART plan is a successful example of the Arkansas Cancer Plan at work. When they saw a need, Support House staff members found a creative way to deliver a cancer prevention message and also recruited partners to help deliver the message and fund the program.

Protection from ultraviolet (UV) radiation is important all year round, not just during the summer or at the beach. UV rays from the sun can reach you on cloudy and hazy days, as well as bright and sunny days. UV rays also reflect off of surfaces like water, cement, sand, and snow.

